



<p>Substitute for form 1449A/PTO</p> <p>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</p> <p><i>(use as many sheets as necessary)</i></p>				<p><i>Complete if Known</i></p>	
<p>Sheet</p>		<p>1</p>	<p>of</p>	<p>2</p>	<p>Attorney Docket Number</p>
<p>Application Number</p>		<p>10/766,964</p>			
<p>Filing Date</p>		<p>January 29, 2004</p>			
<p>First Named Inventor</p>		<p>MARGILOFF, William A.</p>			
<p>Group Art Unit</p>		<p>Not yet assigned 2176</p>			
<p>Examiner Name</p>		<p>Not yet assigned</p>			

Examiner Signature	Kenney 544	Date Considered	2/20/07
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***EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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				Application Number	10/766,964
				Filing Date	January 29, 2004
				First Named Inventor	MARGILOFF, William A.
				Group Art Unit	Not yet assigned 2126
				Examiner Name	Not yet assigned
Sheet	2	of	2	Attorney Docket Number	E03.001/U

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	
<i>HG</i>	1	Sherman, Chris, "Dogpile's Toolbar Fetches More than Search Engine Results", June 25, 2003, SearchEngineWatch.com. Retrieved from Internet: URL: < http://searchenginewatch.com/searchday/article.php/2226141 >, 5pgs.	
	2	Edelman, Benjamin, "Documentation of Gator Advertisements and Targeting", Berkman Center for Internet & Society, Harvard Law School, last updated June 7, 2003. Retrieved from Internet: URL: < http://cyber.law.harvard.edu/people/edelman/ads/gator >, 5pgs.	
	3	Google™ AdWords – It's All About Results™. Retrieved from Internet: URL: < https://adwords.google.com/select/pricing.html >, ©2004 Google, 5pgs.	
<i>HG</i>	4	Löffler, Alexander, "'BonziBUDDY' as an example of an intelligent software agent", University Of Applied Sciences, Zweibrücken, pp 1-4.	

Examiner Signature	<i>Henry Oren</i>	Date Considered	2/20/07
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